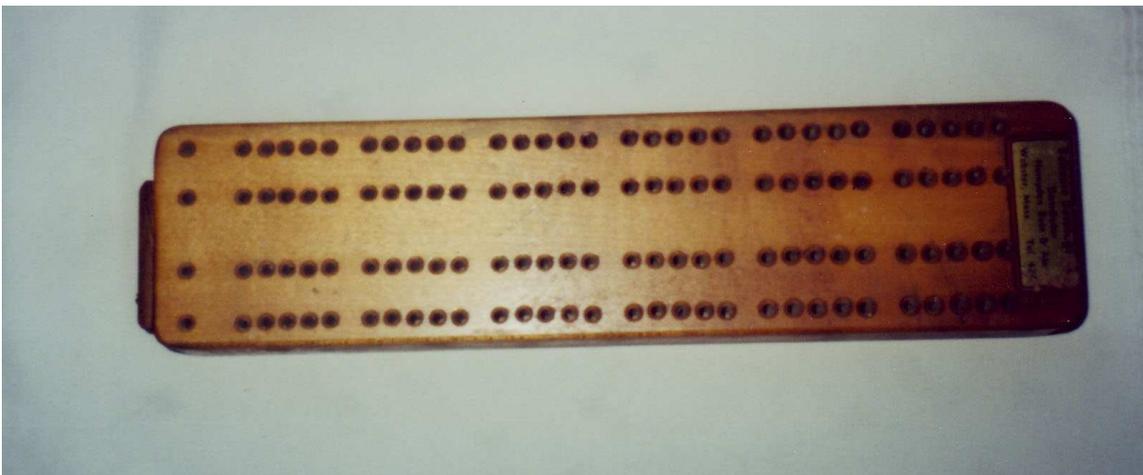


Introduction

Here is a peek at the variety of advertising cribbage boards I've collected since a fateful visit with Tom O'Gara in 1994. I had just moved back to CT, & Bette put me in touch with Tom, who lives in Neighboring MA. On one of my earliest visits with Tom, while trading looks at each other's boards, he showed me something that truly amazed me. There was a cribbage board with an advertisement on it. I'd never seen or even heard of such a thing. I was instantly enthralled & my fascination with the idea has stayed with me ever since. Tom with his characteristic generosity, made a present of the board: Belmore Beverages Distributor Hampden Beer & Ale, Webster, Mass. From this modest beginning I've amassed a collection of almost 600 AD boards over the next 12 years. I will present here some of my many boards in a series of 'Chapters' exploring the wide range of boards. These will include businesses of all types, food & beverages, tobacco & alcohol, organization, military, commemorative, etc. Welcome to your tour. I hope you enjoy yourselves. Tom – Many thanks for all you've taught me and all you've shared with me.

Dave Zipkin #39 December 2006



When dealing with advertising cribbage boards, it is all too easy to think of the boards as being made by the company who's name or product appear there. Virtually all the boards, except for the handmade ones, were commissioned by the company to be printed with

their ad by someone in the advertising novelty business.

Often the larger advertising novelty companies – Acme Ruler & Advertising Co., The American Manufacturing Concern of Falconer, NY, Brown & Bigelow Advertising Novelties Co. for example – had very distinctive models from their catalogs of products, making it easy for the collector to identify their boards.

Other boards were printed to order using well-known commercial boards – Horn, Lowe, Hoyle, Ad Infinitum. Not being a copyright/patent lawyer, I have no idea what arrangements were made by the novelty companies to use these boards (although I suspect they weren't all that concerned about this). But again, I must stress that it wasn't Horn or Lowe that was directly involved in the advertising trade. An ad company merely bought a quantity of their boards & used them for their own purposes.

This brings us to an important point. Once we reach 'Modern' times, virtually all commercial boards are made in Taiwan or Hong Kong, very likely all in the same factory & were sold to American & other game makers in each's characteristic style. In the last couple of decades the Taiwanese suppliers no longer make a distinctive board just for each customer. Look at the mushrooming number of companies putting out cribbage boards. They all look alike. It's gotten to the point where only the packaging is distinctive. Even compendia used to have distinctive boards that carried the ad. The other pieces of the games were also marked; Domino Tiles, Dart Flights & Card Decks. Now they too use the generic boards & place their advertisement or company emblems only on the packaging.

Thus we were once able to research not only the products & businesses on ad boards but on the companies that made them as well. Now, without the original packaging, we have to be content with just researching the businesses/products being advertised.

C'est la vie.

For most of the period of the use of cribbage boards as advertising novelties an interesting, and inexplicable, difference is seen between United States/Canadian boards and British boards. British boards are dominated by advertisements for *products* while American and Canadian boards are dominated by advertisements for *businesses*. This is not to say each country's boards lack both sorts, but the pattern/distribution of boards presented here reflect this distinction.

Boards dealing with various aspects of transportation often seem to dominate those issued by the large advertising novelty companies – Acme of Canada in particular. It's difficult to avoid exhibiting so many of their boards. I've tried, where possible, to use other boards.

Chapter One: Businesses

PART 1: TRANSPORTATION

LAND



Cornerbrook Garage Co. Newfoundland, Canada 1951

International Trucks Distributors. Acme #14526

The contract for international truck went to another company in 1953.

Compliments of Goodyear (tires)

Champion Spark Plugs world's no.1 seller. Hoyle #5012

Play the game with Flying "A", Canadian Division. Acme #105/16907



Souvenir gift for the opening of Riverview Chrysler in Cornwall, Ontario. Handmade



Ford Trucks, Canadian Division. Acme #14526

Webster Bros. Cycles & Motors, Bendigo, New South Wales,
Australia. American Manufacturing Concern

Esso Imperial Oil Ltd. Acme #105/16907

PART II: TRANSPORTATION

AIR



Top

American Airlines (1980s) homemade from nylon

Row 2

S&S Aircraft Ltd. Winnipeg, Canada. A number of these were made from aircraft propellers, 1940s-1950s

Trans-Canada Airlines.

TCA, the forerunner of Air Canada, was best known during the war years for its daily mail service.

Row 3

Air Canada

(given to company employees)

Canadian Pacific Air. Arrco #568m (?)

Bottom

Canadian Air (available in gift shops)

Apsa Peruvian Airlines games travel kit

(early 1970s – 1st class passengers' gifts)

PART III: TRANSPORTATION WATER



Ak-Wa Dry Docking & Ship Repair (Alaska-Washington). Seattle Custom Gift Co.
Esso Marine Fuels & Lubricants, Canadian Division. Acme #105/16907



Top

Halifax Shipyards Ltd.
Ship building & repairs (Nova Scotia, Canada). Acme #14526

Middle

Hallet Dock Co. (Duluth, MN). Horn #c72
M.S. Bolero (a Norwegian cruise liner c. 1974). Brown & Bigelow
Shell Marine Services Worldwide, Canadian Division. Acme #105/16907
B.C. Ferries British Columbia, Canada. Acme #105/16907
marked "Passages Gift Shop".
B.C. Ferries has one of the most extensive
& busiest ferry routes remaining in the world.

Bottom

White Rose Canadian Oil Fast Bunkering Service. Acme #105/16907
Bunkering is when a tender fills a ship's fuel storage tanks.

PART IV: CONSTRUCTION/BUSINESS TRADES



Top

Frank L. Lambert Lumber Ltd., Weiland, Ontario, Canada.
Hard and Soft Wood Lumber Products.
Acme Ruler & Advertising Canada No. 105/16907

Middle

Gust Carlson the Plumber
Plumbing, Steam Fitting and Sheet Metal Work. Satisfaction Guaranteed.
Lewiston, Idaho. The American Manufacturing Concern, Falconer, NY.
Sprague Electronics.

Bottom

Compliments of McIntosh Cement. Vancouver, British Columbia, Canada. Handmade.
Latex Construction Co. Houston, Texas. Brown & Bigelow Advertising Novelties
Co. USA. Leather & wood. C 1945-1950.



Top

Constructora Bechtel, S.A.
South American branch of the multi-national corporation Bechtel.
Remember the Reagan years, when virtually all his major advisors and
cabinet members were associated with the Bechtel Corp.? Like Baby Bush's
are all from Enron and Haliburton. These Republicans just can't seem to do
their jobs without their multi-national company executives.
E. S. Lowe Co., Inc. No. 637. Leather.

Second

H. Goodman, Birmingham, UK
These folks did it all: engraving, die sinker, letter cutting, as well as the manufacturing of
door plates, gilding tools, stencils, rubber stamps, name plates, casting patterns, & steel
punches.
Included is a game score board from a compendium or tantalus. Brass.
The Osternik Construction Co. Brown & Bigelow Advertising Novelties Co. USA.

Third

Compliments Robbins Flooring Co. Rhinelander, Wis. C. 1950. Commissioned by
Robbins from pieces of their floor boards.
Compliments J. T. Wing & Co., Detroit, Mich. Distributors of industrial and
contractor Supplies. Leather.

Bottom

Simonds Canada Saw Division, Wallace-Murray Canada, Limited.
Saws, machine knives, files, grinding wheels & steel specialties.

Acme Ruler and Advertising Co., Canada. No. 14526.



AME Ready Mix. Cement company.

Sports, Inc., Minneapolis, MN sp;

Likely given out to executives or important customers.

Compliments of Sterling Foundry Company, Sterling, Illinois.

Brown & Bigelow Advertising & Novelties Co. USA.



Snap-on Party Box. Snap-On Tools.

America's Number 1 tool maker issued these tool box games compendia
which include poker chips, cribbage board, dice, etc.

PART V: RETAIL BUSINESSES SPORTING GOODS



Top

A Reydon Product. Reydon Sportswear of Nottingham / Reydon Sports PLC. Billiards equipment, exercise equipment, cricket & soccer uniforms & are especially known for their martial arts equipment. Master Marker Cribbage Board by Elsyen.

Second

Moose Brand Sporting Goods. Minnesota? Leather. A product line of Brauer Bros. of Texas, in business since 1898, they are known world wide for their leather gun holsters. Brauer adopted the moose as their logo because President Teddy Roosevelt always bought their gun leather supplies. This board was manufactured by Moose in their leather shop.

Third

Wm. Lindop Ltd., Manchester, London & Bristol. This British sporting goods company specializes in pool and snooker tables and cue sticks. They are also known for their soccer gear. Master Marker Board by Elsyen Co.

Bottom

Viscount Pools Spas Billiards. Michigan Swimming pools & Accessories, Hot Tubs, Gazebo's, Pool & Game Tables. Logo of Michigan State football team on playing surface. Druke #050 cribbage board.



TOP

Cumberland Farms Games compendium, which includes an unmarked cribbage board, was issued by this well-known convenience store chain.

Middle

Dack's.

A well-known Canadian chain of "Men's Quality Leather Footwear" stores. A 2p CT leather board which has three folds. Deck of cards missing. Case has stitching on sides like those found on shoe soles. Date unk. McWhirters Ltd. The Mail Order House. Australia's largest mail order business, like Sears was once here in the USA. 2p CT Bakelite board. Each player has his own 'board'. In center is an ashtray.

Bottom

L. L. Bean

This folding wooden 2p board is just one style issued by this well-known mail order business specializing in 'country style' and outdoor clothing.

Side

Eddie Bauer

Bauer's stores have issued what has to be the largest variety of styles of cribbage boards of any business I've seen. As always, the deck of cards are marked with the Eddie Bauer logo, "Outdoor Outfitter Since 1920".

PART VI: CLOTHING



Top

D.M. McCartney & Son Tailors for Ladies and Gents. Seattle, WA.
Uniforms our Specialty. Importers of Scotch Tweeds and English Worsteds.
American Manufacturing Concern, Falconer, NY.

Middle

Bonds Hosiery for Men. Made in Australia.

Bottom

J.W. Hudson, Tailor. Providence, R.I.
American Manufacturing Concern, Falconer, NY.



(ALL THREE BOARDS IN THIS PHOTO WERE MADE BY THE AMERICAN
MANUFACTURING CONCERN, FALCONER, NY.)

Top

Jorkins & Holliday Clothiers, Hatters, Furnishers.
Johannesburg, South Africa. Keep Track of Your Gains and Don't Lose Sight of the Fact
That We Sell Good Goods Reasonably.

Middle

A. F. Cox & Son, Portland, Maine
Try a Pair of the Urban Shoe Made in All Leathers. Men's \$4.00 Ladies' \$3.50
Faultless in Style Superior Quality Perfect in Fit. All Urban Shoes Have
Rock-Oak Soles. If Your Dealer Does Not Carry Them Write A. F. Cox & Son
Portland, Maine.

Cox sold their shoes through retailers all over the Region and these boards
were most likely sent around in large numbers to promote their product,
materials, quality and cost.

Bottom

Geo. I. Kelly & Co., Waltham, Mass.
Mail Carriers' Shirt Waists. A shirt waist is a woman's blouse modeled after a man's
shirt.

PART VII: FINANCIAL



Top

D & N Bank, L'Anse, MI.

Promotional gift to celebrate grand opening of this bank branch in the tiny border town of L'Anse.

Bottom

General Accident Ltd., Assurance company. Great Britain.

Metal on Bakelite.

C. E. Marcyes & Co. Real Estate Insurance. Bar Harbor, Maine.

Brown & Bigelow Advertising Novelty Co. Board by Stancraft/Hoyle, which became subsidiaries of B&B in 1961.

Centennial Savings & Loan Association. Upper Darby, PA. Brown & Bigelow (see above).



Top

Murdoch Bros., Hobart, Darling & Reynolds. Auctioneers, Property Brokers, Insurance Agents. This 'conglomerate' of companies provided a wide range of products and services to rural Australia, New Zealand and Tasmania. This board also advertises

"Sole agents Suttons Seeds, Arnotts Biscuits". American Manufacturing Concern, Falconer, NY.

Bottom

Hart & Pye Turf Accounts. UK

In Great Britain, Turf Accounts are licensed bookies regulating the odds in races and sporting events.



Ferranti & Leavitt Insurance Agency.

Sponsors of the Goblins & Ghosts Cribbage Tournament, Hermiston, Or. Prize for second place doubles event.

Chapter Two: Products

PART I: ALCOHOL

BEER

A brief note on British beers: Most of the pubs in England are actually owned by the big breweries and leased to local businessmen to run. Naturally this means that the pub carries the beer produced by the owners. To offer variety, as well as to make distinctive brews, the big companies, like Watney, John Courage and Worthington for example, produce a large number of brands / labels. Very popular brands by other breweries are usually offered, such as Guinness Stout. As they continue to buy out local independent breweries, but keeping the original brand names, and with the nearly constant series of mergers and buy outs between the 'biggies', it is a nightmarish task to try to pin down accurate dates for cribbage boards – or even who owns what



TOP

Salinas Beer The Toast of the Coast. (California)
The American Manufacturing Concern of Falconer, NY.
c. 1920s-1930s

MIDDLE

Steward & Patterson's Beers
Steward & Patterson Ltd., Norwich & Swaffham, Norfolkshire.
In business from 1862-1994.

BOTTOM

Whitbread Best Scotch Bitter
Castle Eden Brewery, County Durham, UK
Master Marker by Elsyen



TOP

Ask for Ballarat Bitter Draught & Bottled
Ballarat has a colorful story behind it. In the town of Ballarat in Victoria, Australia, a popular local brew was produced starting around the 1950s-1960s. Starting about the late 1970s, Ballarat became the location of the "International Beer Awards" contest, Australia's most prestigious beer event (Australians consume more beer per capita than any other country in the world except Germany – it has been said that the per capita consumption is enough beer to fill an average sized swimming pool!). At first limited to Australian beers, the event became so popular that they opened it to foreign beers in the 1980s-1990s. They have a popular website, opened in c. 1993 "University of Ballarat Brewing", which lists directions, techniques and recipes for home brewing beer

MIDDLE

"Bohemian" New Brew Buffalo Brewing Co. Sacramento, Cal.
"The Monarch of all Beers Taste Tells"
"American Manufacturing Concern, Falconer NY"

Buffalo Brewing was in business from 1897 – 1942. An invoice with the Company's letterhead from 1906 specifically mentions Bohemian, so we know that this product has been in existence since that time; Bohemian was probably their first brand.

BOTTOM

Brutton's Beers

This style of board with its beveled edges was the "forerunner" of the Master Marker English beer board. Definitely not made by the same company (Elsyen), virtually all British beer ad boards used this model during the period from about WW2 until about the late 1960s.



Top

George's Glucose Stout

George's & Co., Ltd., The British Brewery, Reading.

Most Men Like Marstons's.

Hand painted on wood. c. 1930

Marstons's is located in Burton-on-Trent in Staffordshire, UK.

This is their trademark slogan, used since the product was first introduced. In recent years it has been replaced by "Make Mine a Marstons's". Marstons's was first produced somewhere between 1834 and 1890.

MIDDLE

Regal Supreme Beer

Brewed and Bottled by Peoples Brewing Co, Duluth Minnesota.

Arrow Cribbage Co., St. Paul, MN c. 1941+

McEwan-Younger Ltd., Edinburgh

c. 1960 (see below)

BOTTOM

Simonds Beer

H. & G. Simonds Ltd. The Brewery (Reading? – see above notation)

It's difficult to tell if this board was handmade or mass produced. The holes are well aligned but the strip with the lettering, which at first glance appeared to be a celluloid strip embedded in the acrylic, is actually a strip of something very much like masking tape which has been pasted a bit askew on the underside of the board.

This board in all likelihood dates from 1934 – 1938. Acrylic had emerged as one of the "wonder" materials from WW1 where it was used as windshields on airplanes. Military use of acrylic was primarily in the replacement of nearly all transparent parts of the airplanes. It eliminated the danger of flying glass when a plane was hit. During this period acrylic use was in its heyday & slabs of it were abundant for GIs to appropriate for making cribbage boards, as Bakelite was during WW2.

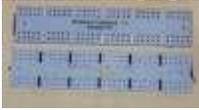
It's Brains You Want.

S. A. Brain & Co., Ltd., Cardiff, Wales.

Master Marker board by Elsyen.

Its slogan is known worldwide and is still in use today.

An earlier popular slogan was "Feed Me Till I Want No More".



TOP

McEwan-Younger Ltd. Edinburgh

BOTTOM

Scottish Brewers Ltd. Edinburgh

In 1931 Wm. Younger & Co., Ltd. merged with Wm. McEwan to form Scottish Brewers Ltd., Edinburgh. In 1960 another merger with a conglomerate of beer companies led to a name change to McEwan-Younger Ltd., Edinburgh. Thus our

Scottish board dates from 1931 to 1960 while the McEwan-Younger Ltd., Edinburgh dates from 1960 to the present. Due to their nearly identical style and manufacture by Britecrest Plastics Ltd. the former is close to the late 1950s. This also allows us to date all the other McEwan Younger boards as 1960-present. Other boards in this style and material exist for other beer companies, allowing us to date them as well.

PART II: ALCOHOL CIDER



Hard cider has long been a popular alternative to beer in British pubs. As with beers and ales, each brand has come out with several labels.

TOP

Gaymer's Olde English Cyder.

Wm. Gaymer & Son Ltd. of Attleburgh, Norfolk and London

A modified Lowe style No. 1503

MIDDLE

Drink Ridlers Cider

Hand painted on wood.

Ridlers went out of business in 1925.

Definitely a Dry Blackthorn Day

An example of the boards that replaced Master Marker when Elsyen went out of business.

A modified Lowe style No. 1503.

BOTTOM

Strongbow

Their slogan is "Strongbow – Trust Your Taste buds".

A modified Lowe style No. 1503

PART III: ALCOHOL SCOTCH

Scotch is made in, well, Scotland, where it is known popularly as Whisky even though when bottled the labels read Scotch Whisky. Non Scotch whiskies are spelled "Whiskey", a give-away that it's bourbon or some other inferior beverage.



Top

The Famous Grouse Finest Scotch Whisky

Famous Grouse is Scotland's oldest distillery and biggest selling brand. Located in the town of Glenturret, it earns its well-deserved reputation because it is a blend of all single malt whiskies.

Board by Waddingtons, Ltd.

SECOND

Kellogg Whiskey Mild and Mellow

Wilmerding-Loewe Co., F. M. Walsh, San Francisco.

American Manufacturing Concern, Falconer, NY

THIRD

White Horse Scotch Whisky

You Can Take a White Horse Anywhere. This is their most famous slogan; almost as well known is "There's no Mistaking a White Horse". Arrco Playing Card Co., Chicago

#150W

BOTTOM

Dewar's Scotch Whisky

Started in 1846 by John Dewar & Sons.

SIDE

Green Stripe Scotch



TOP

Black & White Scotch Whisky

Contains set of 28 domino tiles each marked with Black & White's world famous trademark pair of Scotch Terriers.

MIDDLE

Watson's Whisky

James Watson & Son Co., Ltd. Dundee, Scotland

100 Pipers De Luxe Scotch Whisky

A Seagram's company. This board came from an attaché style compendium of games.

&

Teacher's Whisky

Started in 1830 by Wm. Teacher & Sons, Glasgow. This cut glass mirror was

meant to hang on the wall behind the pub's bar.

BOTTOM

J. R. D. Whisky, Famous V.A.V. Wines, Alexander's Squash & V.A.V. Brandy
Chas. Steele & Co., Melbourne and Sydney, Australia.

Steele was a major importer of a wide variety of goods from the UK and the USA for use in Australia, Tasmania and New Zealand. They were a major customer of AMC.

American Manufacturing Concern, Falconer, NY

PART IV: FOOD & BEVERAGES



TOP

Drink Coca-Cola Delicious and Refreshing

Milton Bradley Co., Springfield, Mass. #4624BB

These cribbage boards, and their successor the #4625CC, most probably are the survivors of the famous WW2 era compendia that came with domino sets, bridge scoring pads, card decks, etc. that were sold as game sets.

NUMBER TWO

Rawlings Mixers & Fruit Juices

Master Marker by Elsyen. An interesting note: Rawlings has the only Master Marker box with an attached label bearing the product name. Primarily a soft drink company, their juices are often used as cocktail mixers, especially their most popular flavor bitter lemon.

NUMBER THREE

Forster's-York Soft Drinks

Made of nylon, this old advertising board is from a defunct British company.

NUMBER FOUR

Tudor – The Only Crisp Worth its Salt

Tudor Crisps, made under that name until 1992 when they were bought by a competitor, these potato chips and snacks were widely popular. There remains a huge number of fans who have many websites that feature games to see who can name the most flavors (apparently there were a **lot** – I've counted 15 so far, many of which sound truly disgusting, like chocolate covered potato chips). Other sites feature desperate pleas for any information on where they can still be found. Caches found are even auctioned on eBay! A devoted Tudor fan is known as a "Geordie".

Master Marker by Elsyen.

BOTTOM

Britvic Soft Drinks Co., Ltd.

Their first name was Britvic Fruit Juices when they opened in the 1960s. The Box bears the ad for one of their product lines "Drivers". Three flavors are pictured, "Whisky and American Ginger Ale, Gin & Tonic and White Rum & Cola Drink". The slogan is "Test Drive One Now – Less Than 1/10th the Alcohol Content of a Standard Spirit Measure". Often consumed by underage drinkers

in the local pub.

Britvic produces a hugely popular line of fruit juices and cocktail mixers. They made a vast number of flavors – I've counted c. 50 so far. There is even a board game sold on the internet "Britvic Strategy Race". Their most popular flavor is Pineapple followed closely by Cherry B.



TOP

Del Monte Quality Growing Teamwork & Ideas

Compendium of games given to company executives and important customers. Dominoes, cribbage, dice and cards.

BOTTOM

Schweppes

Compendium of games including dominoes, poker dice, card decks and a Master Marker cribbage board by Elsyen.

The company slogan printed on the board "Play Your Cards Right With Schweppes" replaced an earlier slogan "Schhh...You Know Who". These are about 20 years old.

PART V: TOBACCO CIGARETTES AND PIPE



TOP

For Quality Choose "Showman" Tobaccos Six Pleasing Varieties

Probably from John Player & Sons, one of the founding Imperial Tobacco companies. 1928

MIDDLE

Wills's Dagger Twist

Imperial Tobacco Company. 1936

Pipe tobacco, W.D. & H.O. Wills, Bristol.

Park Drive Cigarettes

A puzzle for tobacciana collectors:

Park Drive was a brand of cigarettes launched in 1900 by Gallaher's Virginia House, London and Belfast. After a few generations the company name was changed to Gallaher Group PLC, an independent tobacco firm. Packets and tins show Gallaher as the manufacturer, but in the 1970s as a John Player & Sons, Nottingham (an ITC brand), indicative of a company or brand buy out. This 'new' plastic advertising board was in a style used almost exclusively by ITC in the 1950s, and the style had, before now, seemed like firm evidence identifying these boards as an ITC board. But now tobacco firms, like Gallaher, Ardath Tobacco and Richard Lloyd & Sons, London, got into

the crib board advertising business and issued plastic boards identical to the time honored ITC style! They must have contracted with the same plastics firm to make their boards. Now we cannot confidently identify Park Drive as a Gallaher's or a Player's, nor can we date these recent boards stylistically, as they undoubtedly post-date 1950.

BOTTOM

Wills's Superfine Shag (Black Stamp)

W.D. & H.O. Wills, Bristol, ITC 1936

A Pipe tobacco. Shag, or Shagg, indicates a coarse cut of tobacco. As it is not a brand, per se, which is why most tobacco companies have a "shag" version.

Player's Airman Cigarettes

John Player & Sons, Nottingham. 1953

Imperial Tobacco Company



TOP

State Express Cigarettes

The House of State Express, 210 Piccadilly, London. Mid-1950s.

Ardath Tobacco Co., Ltd. marketed this as their 'high end' luxury brand.

Senior Service Cigarettes

An unidentified tobacco firm marketed this as a luxury brand. Very popular in the 1950s-1970s, judging from many magazine ads.

MIDDLE

Peter Stuyvesant The International Passport to Smoking Pleasure.

Stuyvesant was an American brand until c. 2000-2006 when it was bought out by ITC and became a British brand. This board is from the United States.

Double Ace Cigarettes Ardath Tobacco Co., Ltd.

BOTTOM

Scissors Cigarettes

W.D. & H.O. Wills Bristol & London.

This brand has been around since at least 1911.

Taddys Cigarettes

Celluloid on wood.

Taddys was founded in 1740 as a tea, snuff & tobacco importing company and were very successful until 1920 when the workers had a big strike at the plant. Gilliat Hatfield, the company president, gave the strikers an ultimatum – go back to work or he'd shut down the plant. They refused and true to his word he scrapped the company, shutting its doors forever.

There are sketchy records of related family owned firms in the tobacco business over the centuries and it is very confusing as to what actually happened to this most well known company after the strike of 1920. Taddys today is most famous for their tobacco premium cards. Their out-standing artists and lithographers also contracted to do cards for other big companies like Ogden Liverpool, Martin Ltd. and especially for Godfrey Phillips. Their cards are the most sought-after and expensive cards in tobacciana collecting.



TOP

Three Castles Cigarettes Beat Them All.

For the Pipe Capstan (Navy Cut)

Golden Long Cut Cigarette Tobacco Unequaled for Fragrance

W.D. & H.O. Wills, Bristol

American Manufacturing Concern, Falconer, NY

Interestingly, this is the only ITC tobacco board advertised on a board not manufactured in the UK. The wording on this board also illustrates an important point in identifying different brands. Nearly all British manufacturers put out a label "Navy Cut". This is not a brand per se, but a term related to how the tobacco is cut or prepared. Navy cut refers to a compressed roll of tightly wound tobacco leaves that is wrapped in a rope or string. The tobacco is left to mature, then is thinly sliced from the ends & shredded for smoking.

MIDDLE

Smoke and Enjoy Bigg's "F.R." Returns The Full Value Tobacco.

Edwards Ringer & Bigg, Bristol, an Imperial Tobacco Co. founding firm.

1928

BOTTOM

Player's Please

John Player & Sons, Nottingham (an ITC founding firm)

This John Player's & Sons brand was marketed as a premium cigarette, hence the more expensive brass on wood ad board.

"Beano" Pigtail Best for Chewing, "Impi" Twist for the Pipe.

Ogden, Liverpool (an ITC founding firm) 1932



OLD HOLBORN – A BRIEF HISTORY OF AN ADVERTISING CAMPAIGN

Old Holborn cigarette rolling tobacco was first owned by the tobacco company Richard Lloyd & Sons, London. At some point in the recent past, W.D. & H.O. Wills bought the brand.

Starting in the middle (I had arranged the board in chronological order before I discovered the resurgence of the plastic board – see above) we see the characteristic bevel edged board used by nearly all British beer & tobacco advertising prior to the introduction of the Master Marker boards. They likely date from the 1940s to 1960s. The wording on the board is "Old Holborn for Cigarette Making Blended Virginia Tobacco". At the bottom the bright yellow board is in the same style as the 1950s ITC boards, and is also being used by other companies, making the 1950s date questionable. I tentatively date this to the early 1970s. The ad reads "Old Holborn Blended Virginia Tobacco". At the top is a Master Marker Board (one of the very few non-beer products advertised on Master Marker boards) which reads "Virginia Blended Old Holborn Cigarette Tobacco". These boards likely date to after Wills' takeover of the brand from Lloyds. Master Marker boards can be tentatively dated from the 1970s to the recent past.

So we have a brand of tobacco's advertising campaign for an entire generation, from c. 1940s – 1990s.



This tabletop game board (most likely for dominoes but can be used for any card game) is an advertisement for Bell tobaccos. At the top it reads "Smoke Bell Tobaccos"; at the sides "Ask for Black Bell" and at bottom "Quality Always Scores!".

The phrase urging the players to smoke Bell tobaccos likely refers to their various styles, e.g. Navy Cut, Capstan, Shag, Gold Flake and so forth. In 1934 or so a fan of the Bell family of brands – Black Bell, Red Bell and Blue Bell – attached a cribbage board at the top advertising these brands.

The "Bell" group of brands is most likely the product of Edwards Ringer & Bigg, Bristol, an ITC founding firm.



DOMINO CRIBBAGE SETS

The British have their three favorite pub games – darts, dominoes and cribbage. Since domino scoring is done in factors of fives the cribbage board is ideal for both games. Here are four examples. While they are usually marketed as domino sets their rules sheets contain instructions for both dominoes and cribbage. The most sought after of these sets are ones with the domino tiles bearing the logo of the tobacco brand. Many sets, however, are not so marked.

TOP

Silk Cut, a luxury cigarette brand.

Bottom

Benson & Hedges, a luxury cigarette brand

Hamlet cigars

These three brands are all from the tobacco company Gallaher Groups PLC

MIDDLE

John Players Specials

John Player & Sons, Nottingham

JPS is marketed as one of Player's luxury brands.

PART VI: TOBACCO CIGARS



TOP

"La-Estrella" The Finest Imported 3d Cigar in New Zealand

H. E. Partridge & Co., Agents, Auckland.

Chandler & Co. Auckland, Melbourne and Sydney.

Chandler's name appears on a number of AMC boards. Like Chas. Steele Ltd. (see J.R.D. Whisky, Wine & Brandy above), they were a major importer of a wide range of goods to Australia, New Zealand and Tasmania. American Manufacturing Concern, Falconer, NY

SECOND

Ehrman Bros. & Co. Cigars, San Francisco

This early "Le Count style" board likely preceded Le Count's 1879 patent by several years (1875?)

THIRD

Castella Classic Mild Cigars

W.D. & H.O. Wills, Bristol & London

Master Marker by Elsyen

BOTTOM

OOPS! How did this liquor dealer's ad board end up here with the cigars?

(F. W. Quitman, So. Norwalk, CT. Early Le Count style, c. 1875.)



TOP

Hamlet Cigars Cribbage Set

Gallaher Groups PLC

Comes with two decks of cards marked "Hamlet Playing Cards".

The game sets with the domino tile are marketed as Domino Game, while those with card decks are marketed as Cribbage Sets.

MIDDLE

Gilman House Bouquet Cigars

An early Le Count style board pre-dating their 1879 patent (c. 1875).

BOTTOM

Smoke Tobin's "Temple Corner 10 cent Cigar"

American Manufacturing Concern, Falconer, NY.

A few AMC boards, indistinguishable from the rest, are marked The Curtiss-Way Co., Meriden, Conn. To date, I have not been able to determine if Curtiss-Way was a distributor of AMC boards or if they were 'counterfeiting' AMC boards.



TOP

Cribbage Pure Havana Cigars

Mfg. Frank N. McLean, Nashua, NH.

This 10 cent cigar is a "vanity" cigar, part of the many Cuban cigars imported into the USA. Purchased by McLean, he had an advertising company that specialized in cigars bands (you'd be surprised how many there were at this time) print them out under McLean's brand. Rules of play are on the inside of the cover. A Google search for information on McLean and this brand yielded one 'hit' - my own from our CBCS website!

BOTTOM

E. C. Hazard Social Game Cigar.

Listed as a Colorado Maduro (a maduro cigar is made from leaves fermented under pressure within the bale – Colorado Maduro refers to the color of the leaf, a milk chocolate brown), this cigar is one of many products put out by this large distributor, from patent medicines, fruit, silicon bricks (used in gold & silver mining) and wines & spirits. They were located in New York City from 1865 to around 1901.

Colorful labeling touts the cribbage boards as a tourist's leisure companion activity to fill the traveling hours.

Chapter Three: Fraternal Organizations

A fraternal organization is simply a group of people who share a common identity and common interests. These are a structured way to socialize (many have elaborate secret rituals) and nearly all promote community service and charitable causes.

Since organizational cribbage boards are not meant for 'consumption' by the general public, they were usually produced in small numbers. For examples advertising an entire organization one would expect to find relatively more, as the membership is so large. From those commemorating a specific event or a memorial piece for a particular member, the numbers issued would be quite small. Some are handmade by individual members and are thus one of a kind.

Most of these boards were made to order from a particular manufacturer specializing in customized cribbage boards, like Cribbage Bowl Boards or Great Western Enterprises. Some others are found on boards from a large advertising novelty company, like Acme Ruler & Advertising Co., Ltd. or on common brands, like E. S. Lowe Co.



LEFT:

Fraternal Order of Foresters

Started in 1883 they are a mutual aid society for their members. They provide insurance, annuities, long term and disability health support, etc. Manufacturer not marked. Most of the bowling pin boards by the big makers of customized boards are made from a 'generic' pin, probably made en masse for their own use. The pins here are marked only with the bowling pin brand itself, an indication that they were made by a company that just bought surplus pins for their boards.

RIGHT:

Rotary International

Started in 1905, the Rotarians are dedicated to promote business & professional leaders who will encourage high ethical standards in all vocations. Best known for their youth business training programs.



LEFT:

Veterans of Foreign Wars of the United States

The VFW was founded in 1914. They are primarily a veterans' advocacy organization.

Sports Boards Inc. Minneapolis, MN

RIGHT:

The American Legion US

The Legion is also a veterans' support organization but they are actively involved in a number of charities that promote "Americanism" in youths. Cribbage Bowl Boards Inc.



LEFT:

Fraternal Order of Eagles

Lodge Aberdeen 64.

Great Western Enterprises, Burlington, WA

Dedicated to the spirit of Liberty, Truth, Justice and Equality, the Eagles, founded in 1898, provide school supplies to the homeless & support for the Armed Forces, Police and Firemen. They are best known for their support of St. Jude's Children's Research Hospital.

RIGHT:

P.A.P. Loyal order of Moose, Mount Vernon Lodge
Great Western Enterprises, Burlington, WA
Purity Aid and Progress is their motto. A family oriented organization,
they are actively involved in community service programs.



TOP:

Independent Order of Odd Fellows
I.O.O.F. S. Ellsworth Goodman Deputy Grand Master Grand Lodge of
Connecticut
E. S. Lowe, Co., Inc., NY, NY Model 1501
“Friendship Love Truth” I.O.O.F.
Handmade

The Independent Order of Odd Fellows was founded in 1829, dedicated to
improve & elevate the character of Man. The initials “F.L.T.” that appear
in their trademark three linked circles stand for “Friendship Love Truth”.
They support many charitable causes including research and treatment
of arthritis and visual problems.

MIDDLE:

The Fraternal Order of Knights of Pythias
Founded in 1863, The K of P was dedicated to Universal Peace. They
foster understanding & cooperation between all nations. Their motto
is “Friendship Charity Benevolence”. They are well known for their
program of training seeing-eye dogs and providing them free to the blind.
Board made by a trophy and plaque company. This one is a “blank” of a
K of P board just waiting for an order to stamp or engrave a name, slogan,
event, etc.

BOTTOM:

Ancient Arabic Order of the Nobles of the Mystic Shrine.
Al Azhar Lodge) Glenn A. Treacy Potentate 1980
Alberta 1905-1980 Anniversary Ceremonial Edmonton, Alberta (Canada)
September 26-27 1980
Started in the 1870s. In order to become a “Shriner” one must first become
a Freemason. They are best known as the “Fun” and “Public” arm of the
Masons. Their demeanor is deliberately comic, entertaining crowds and
raising millions of dollars for their support of children’s hospitals. Their
circus is one of the best known in the world.
Compliments Branch 23 R.C.L. North Bay 1965
The Royal Canadian Legion is Canada’s largest veterans’ advocacy and
community services organization. Started in 1925, they run many youth
programs, veterans’ aid, disaster relief and medical research efforts.
Leather Canadian keychain cribbage board.
Lions Clubs International

Zone 2 – District 23A Connecticut Lions International.

Founded in 1917 the Lions are the world's largest service club. Their trademark charity is providing visual aid to the poor and homeless worldwide. They are also a "booster" club for local businessmen.

E. S. Lowe Co., Inc., NY, NY Model 1501



So much has been written about the Freemasons, true and false, that there is little to be added here.

TOP:

Traditional symbol of the Freemasons of the level and compass with the over-whelming principle of Geometry (G) in the workings of the universe.

BOTTOM:

Leather keychain cribbage board for the Gizeh Temple in Vancouver, British Columbia, Canada.

Commemorative board for F. A. Baker. Board made by same trophy and plaque company as the Knights of Pythias board above.



Benevolent and Protective Order of Elks, founded in 1868 as a private drinking club in New York City, the Elks have evolved into a benevolent, charitable and service organization. The many charities they support include disaster relief, drug awareness programs and veterans' services.

TOP:

B.P.O.E. Skagway, Alaska 1988 35th Annual A.S.E.A. Convention.

Custom Cribbage Boards, Prineville, OR

Helping Children Through the Elks Purple Cross Fund



TOP:

Knights of Columbus Canadian War Services Chevalier de Colombo

Acme Ruler & Advertising Co., Ltd, Canada

Bottom:

Knights of Columbus Canadian Army Huts

Huttes Militaires Canadienne des Chevaliers de Colomb

Chapter Four: Commemorative

I've selected just a handful of boards from this category to illustrate the range of events that have worked their way into cribbage board history. They are one of the most common types of boards and run from the mundane, like cribbage tournaments, to the profound, as

you'll see below. As they are often commissioned for limited distribution any particular board may be hard to locate. Others are still being made to order for individual customers.



LEFT:

Custom designed Memorial of the 9/11 tragedy. It bears two pictures of the World Trade Center Towers with the caption "9-11-01 Never Forget". Insets are four New York State Quarters which were issued in 2001 as part of the U.S. Mint's Statehood Quarters program. At one end is a customized name / initial for each customer. (Mine bears my 'logo', Z).

Designed by Donald J. Bussiere

TOP:

Acrylic desktop penholder commemorating the 1976 Montreal Olympics

MIDDLE:

Welcome to Boston National School Boards Association 25th Annual Convention April 3-6, 1965.

BOTTOM:

1849 Minnesota Centennial 1949

As We "Wander" Thru Life Let Us Play by the Wayside E-Z Mark Novelty Co., 3215 Upton Ave, North, Minneapolis 12, Minnesota [See "Military" Chapter for more commemorative boards]

Chapter Five: Military

Most 'advertising' boards in this category are of the handmade variety, and thus most are one of a kind or quite scarce. Many were made from materials found onboard naval ships, like Bakelite and acrylic, and bear the name of the ship or a particular sailor or officer.

Collecting this type of board quickly drives one crazy – where do you stop? How many of these nearly identical boards are 'enough' to illustrate the point you're aiming for? When only a particular soldier's name is printed on the board, without any date or vessel identified, there is really no good purpose in collecting them, if advertising is your aim, as the paucity of information renders the board useless. Trench Art boards made from rifle butts and the like fall into this same type. A few examples showing differing decorative motifs are enough to deal with this class of board by the discriminating collector.

A lot 'advertise' social clubs founded and supported by the navy personnel. This class of board was designed and manufactured by military personnel themselves for their own use. Many insights can be gained regarding sailors' lives, as these clubs are frequently on board active vessels and are an integral part of a sailor's off duty activities.

Others were mass made for people in all walks of life. These are usually commemorative pieces. These can be highly desirable as the information they contain and generate make them better than a board bearing the name of a brand of beer, in terms of social significance.

The balance typically identifies civilian organizations offering various services to the

military during a particular war. These, too, are very important as they 'document' the relationship between the support of the society at large and their fighting men when they are in harm's way.



TOP:

U.S.S. Alabama BB60 1942-1992 Handmade brass plaque on wood.

This South Dakota Class Fast Battleship, launched in 1942, served in nearly every major campaign and battle in the Pacific theater during WW2. Operation Desert Shield 1990 - 1991 Boards donated by the American Cribbage Congress. "America is #1 Thanks to our Veterans. Operation Desert Shield" Vandercraft, Prineville, OR

When the Arab states refused to endorse Iraq's plan to manipulate oil production and prices in 1990, Saddam Hussein tried to annex Kuwait, one of the Middle East's richest oil countries. Desperate for protection, the vulnerable Saudis asked the USA for help. This launched Operation Desert Shield and U.S. military forces were dispatched to defend Saudi Arabia and force Iraq from Kuwait. When it became clear that Hussein wouldn't comply with our demands that he recall his forces, the U.S.-led coalition launched a full-fledged military attack in 1991 and Operation Desert Shield gave way to Desert Storm.



TOP:

Commemorative plaque Sir John Monash, Australia

Brass, mass produced.

Australia's greatest hero, Monash (1865-1931) was a brilliant and innovative general in WW1. After the war he led an active public life. His education as an engineer led him to hold a leading position in Australia's rapidly expanding electrical projects. He was frequently called upon by the government to help with episodes of civil unrest using his stature as a popular war hero to calm things down. The awards, dedications and memorials to him are nearly endless. His face even appears on the \$100.00 bill.

Australian Comforts Fund

A major women's organization, sponsored jointly by the YMCA & Salvation Army, that served Australian forces in both World Wars. They were a major provider of items to soldiers in the field, from everyday items such as toothbrushes, tobacco, soap, newspapers and socks (their biggest item), to luxury foods and even Christmas trees (and these cribbage boards, of course!)

BOTTOM:

Woomera Rocket Range 1947-1972

A test range and launch site for joint Australian, British and American missiles. This classified facility was involved in everything from the nuclear program to satellite launches. When plans to develop the first

deep space station, to be launched from this facility, were cancelled, Woomera faded from use and officially closed in 2001. It is now a popular tourist attraction.

Handmade by a member of the security staff stationed at the post to while away the long boring hours, guarding an unused facility. His only regret was making the ashtray too small!

A.I.F.

This board was handmade by a member of the Australian Infantry Forces.



TOP:

R.C.A.F.

Royal Canadian Air Force - "Per Ardua Ad Astra" on official insignia.

Eagle symbols separate the 5-hole blocks.

Royal Canadian Air Force with etchings of WW2 airplanes. The Spitfire, Lancaster, Hurricane, Boston, Typhoon, Mosquito, Fortress, Catalina, Martlet, Beaufighter, Lysander and Manchester are pictured.

CENTER:

Canadian Legion War Services

Made by Acme Ruler and Advertising Co., Ltd. Distributed by the Canadian Legion to the Armed Forces. WW2.

BOTTOM:

Canadian YMCA Overseas

Distributed to fighting men during WW2.



GALLOWS HUMOR

SIX OF THESE BOARDS WERE MADE IN THE WOODWORK SHOP BY INMATES OF THE MAINE STATE PRISON.

AT LEAST THEY ADMIT THEY'RE LOSERS!

THE END

David Zipkin #039

2006/2007